



TRANSA'S OUTDOOR MAGAZINE

4-seasons

MEDIA DATA & PRICE LIST #16

VALID FROM 1ST JANUARY 2025

TRANSA
TRAVEL & OUTDOOR

MORE THAN «JUST» A CUSTOMER MAGAZINE

NEW
IN 2025

SPRING, SUMMER, AUTUMN AND WINTER: THE 4*4 OF 4-SEASONS

Transa's outdoor and travel magazine, 4-Seasons, is published four times a year with a minimum circulation of 40,000 copies. Transa Backpacking AG is Switzerland's leading outdoor retailer, with ten branches, including Europaallee in Zurich – the largest store in the country – and Markthalle Bern.

OUR SELF-IMAGE

4-Seasons is an independent magazine for leisure, mountain and outdoor sports enthusiasts, for nature-oriented travellers and active families. Thrilling interviews with globetrotters and outdoor enthusiasts, exclusive travel reports, first-class photos, in-depth background reports and expert product and purchase advice characterise the high-quality nature of the magazine. 4-Seasons enjoys high credibility and popularity among its readership.

NEW IN 2025: 40,000 COPIES WITH OPTIMISED DISTRIBUTION*

35,000 via mail to active customers in German-speaking Switzerland
3,000 via mail to active customers in French-speaking Switzerland
2,000 Display in Transa shops
+ also as a free PDF at transa.ch

SUBSCRIPTIONS: Of the active customer base in German-speaking Switzerland, more than 8,500 customers have already opted for a subscription – a steadily growing base.

NEW TARGET GROUP: Transa has new branches in French-speaking Switzerland/Romandie. 4-Seasons will therefore be available in German and French from spring 2025.

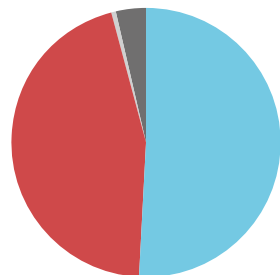
REVALUATION: An open and more sustainable volume paper highlights the magazine's premium character.

* Distribution key may vary within a year.

OUR READERSHIP

4-SEASONS READERS ARE ACTIVE OUTDOORS, NATURE-LOVING AND KEEN TRAVELLERS.

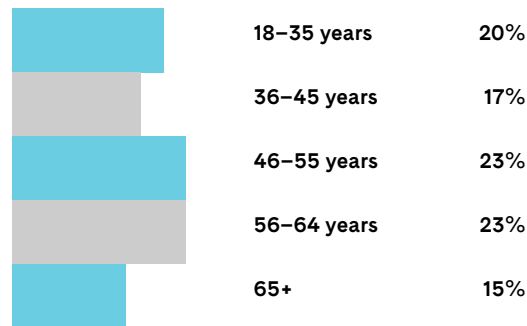
Our readers are interested in local and long-distance travel, a wide range of outdoor activities, practical tips and tricks, background information on Transa, product recommendations and news from the outdoor industry. What they appreciate about 4-Seasons is the variety of topics, the inspiring stories and the design.*



GENDER

Female	51%
Male	45%
Not specified	3.5%
Other	0.5%

AGE



83 %

of respondents prefer to read **4-Seasons as a printed magazine**. Nearly 25% do not read any other outdoor and travel print publications.

70 %

of the printed magazines **are read by more than one person** – making the actual reach of 4-Seasons therefore significantly greater than the print run.

PRINT ADS

TECHNICAL DETAILS

Size of magazine 200 mm x 266 mm

Bleed 3 mm on all sides

Colour profile inside PSO LWC Improved (FOGRA 47L)

Colour profile outside PSO coated v3

Data format PDF (min. PDF X1a)

Printing process Web offset

Binding Perfect binding

Material requirements 406 dpi, CMYK Sublima 210 (200lpi)

Please note: Make sure to set the bleed margins to a minimum of 5 mm for important elements like logos, texts etc.

All adverts appear with text alignment without extra charge. Surcharges: Inside 5 % (front and back cover), outside 10 % (back cover).

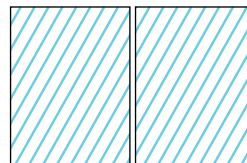
Note Advertisements should be delivered in German and French by the print documents deadline. If necessary, we will be happy to help you with the translation for a fee. Advertisements in English may also be placed in exceptional cases.

2/1

Magazine format

Full bleed

400×266 mm



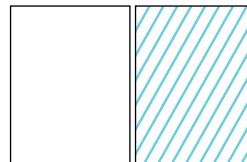
CHF 16,700

1/1

Magazine format

Full bleed

200×266 mm



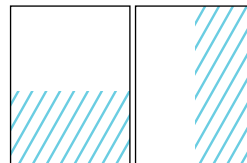
CHF 8,500

1/2

Full bleed

vert.: 94×266 mm

hor.: 200×126 mm



CHF 5,000

1/3

Full bleed

vert.: 65×266 mm

hor.: 200×86 mm



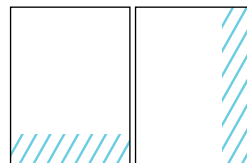
CHF 3,400

1/4

Full bleed

vert.: 51×266 mm

hor.: 200×70 mm



CHF 3,000

SCHEDULE 2025

ISSUE	PUBLICA- TION DATE	ADVERT DEADLINE	MATERIAL DEADLINE
# 57	24.03.2025	03.02.2025	12.02.2025
# 58	02.06.2025	14.04.2025	23.04.2025
# 59	08.09.2025	21.07.2025	30.07.2025
# 60	10.11.2025	22.09.2025	01.10.2025

Delivery of print data

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Marketing adverts

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Note We accept no liability for the result of missing or faulty elements. Complaints due to incorrect templates cannot be recognised.

DISCOUNTS

25% OFF WITH THE 4*4 DISCOUNT

Place four, pay for three – book four of the same ad formats in four consecutive issues and receive a special discount of 25%.

10% COMBO DISCOUNT +

Ads of the same format that appear within a calendar year in 4-Seasons and Globetrotter magazine, the German customer magazine of Globetrotter Ausrüstung, receive a 10% combo discount.

The combo discount also applies to brands with different sales structures or billing addresses in Switzerland and Germany.

5% FSC DISCOUNT FOR LOOSE AND BOUND INSERTS

- There is a 5% FSC discount for loose and bound inserts printed on FSC-certified paper.
- Loose and bound inserts are excluded from further discounts.

COLLABORATIONS

TOURISM

CHF 5,000

Page price, graduated discount for four or more pages

Are you looking for a travel-loving target group with wanderlust? Or would you like to present your regional offers to an environmentally conscious public? 4-Seasons gives you the opportunity to present your destination to a broad clientele in a first-class setting.

BRANDS

CHF 8,500

*Page price plus editorial fee,
Minimum size: two pages*

Do you want to attract attention to your brand? Whether it's sustainability projects, exciting people from your brand world or a glimpse behind the scenes – we work with you to develop an appropriate narrative format for your target group and present your brand in an authentic way.



ADDITIONAL PRINT OFFERS

LOOSE / BOUND INSERTS

175 CHF

*per thousand copies or part thereof
up to 25g weight*

Minimum circulation 50,000 copies

Rates for additional weight or for 8-, 12- or 16-pages inserts on request. Rates are not eligible for discount, apart from FSC discount.

Please note Technical costs will be invoiced.

Availability A minimum or direct mailing circulation is possible, as well as control of split circulation on request. Total circulation can only be booked for bound inserts.

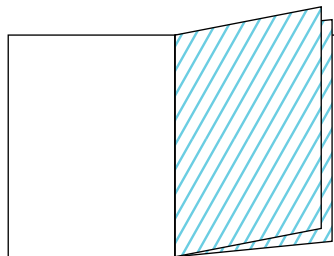
Adverts by third parties are generally not possible in bound inserts. Upon request in loose inserts (usually 50 % surcharge).

Delivery conditions Print subvention 2 % additional delivery to booked quantity. Free delivery to the printery on euro-pallets 3 weeks prior to publication. Addresses and dates will be notified in time.



LOOSE INSERTS

... are printed materials loosely enclosed in the magazine.



BOUND INSERTS

... are printed materials or brochures glued firmly to the magazine.

For further information on loose or bound inserts and other special forms of advertising, please contact: marketing@red-gun.com

CONTACTS AND ADDRESSES

#16
VALID
FROM
1/1/25
MEDIA
DATA & PRICE LIST

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TERMS AND CONDITIONS

The general and additional terms and conditions (transa.ch) apply.

DO YOU SPEAK ENGLISH?

Find the media data in English on
transa.ch/4-seasons or contact us for further
information: **marketing@red-gun.com**



printed in
switzerland

Protecting the environment:
4-Seasons is printed
on FSC®-certified paper
in Switzerland.